DOCUMENT RESUME

ED 231 369 IR 050 243

AUTHOR Cole, John Y., Ed.
TITLE U.S. International Book Programs, 1981.
INSTITUTION Library of Congress, Washington, D.C.
REPORT NO ISBN-0-8444-0387-3
PUB DATE 82
NOTE 61p.
PUB TYPE Viewpoints (120) -- Reference Materials - Directories/Catalogs (132)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Books; *Developing Nations; Federal Government; *Information Dissemination; International Organizations; *International Programs; *Private Agencies; *Public Agencies; Technology Transfer

ABSTRACT

Before launching any major projects in the international book field, the Center for the Book in the Library of Congress decided to inventory what is currently being done in this area by both government and private agencies. This booklet presents brief descriptions of international book programs conducted by 15 U.S. government agencies and commissions, 2 intergovernmental organizations, and 15 U.S. private organizations. An address and contact person is provided for each institution. Because there is less activity, and especially less U.S. government activity, in the book field than there was 15 years ago, an introductory essay on "The Book Crisis and the Developing World" by John B. Putnam is included to put the inventory into a historical perspective. Putnam also notes problems that interfere with the free flow of technical books to and among developing countries, including foreign exchange restrictions, the inadequacy of promotional and bibliographic tools, delay in delivery, illiteracy, the necessity for translation into local languages, and the high price of books. Appendices describe the activities of two important but defunct organizations: Franklin Book Programs, Inc. (1952-78) and the U.S. Government Advisory Committee on International Book and Library Programs (1962-77). (ESR)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. International Book Programs 1981

ED231369

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☒ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

Edited by John Y. Cole
Executive Director
The Center for the Book

IR050243

Library of Congress Washington 1982

Library of Congress Cataloging in Publication Data

Main entry under title:

U.S. international book programs, 1981

Supt. of Docs. no.: LC 1.38:8

1. International librarianship. 2. Library cooperation—United States. 3. Information services—International cooperation. 4. Books and reading—United States. I. Cole, John Young, 1940–
II. Title: US international book programs, 1981.
III. Title: United States international book programs, 1981.

Z672.U496 021.6'4 81-20817

ISBN 0-8444-0387-3 AACR2

Contents

Preface 1

The Book Crisis and the Developing World 3
by John B. Putnam

International Book Programs in 1981: A Brief Survey 13

U.S. Government Agencies and Commissions
ACTION: Peace Corps 17

Agency for International Development 18

Department of Agriculture: Foreign Agricultural Service 20

Department of Agriculture: Graduate School 20

Department of Agriculture: National Agricultural Library 21

Department of Commerce
International Trade Administration 22

Department of Commerce
National Bureau of Standards 22

Department of Commerce
National Technical Information Service 23

Department of Health and Human Services
National Library of Medicine 24

Government Printing Office 25

International Communication Agency 26

Japan-United States Friendship Commission 27

Library of Congress 28

National Commission on
Libraries and Information Science 31

Smithsonian Institution 32

Intergovernmental Organizations

Organization of American States 35

UNESCO (United Nations Educational, Scientific, and Cultural Organization) 36

U.S. Private Organizations

American Booksellers Association, Inc. 41

American Chemical Society 41

American Council on Education 43

American Institute of Physics 43

American Library Association 44

Asia Foundation 47

Association of American Publishers, Inc. 48

Association of American University Presses, Inc. 49

Children's Book Council, Inc. 51

International Reading Association 52

National Academy of Sciences
National Research Council 54

P.E.N. American Center 55

Special Libraries Association 55

Translation Center 56

Universal Serials & Book Exchange, Inc. 57

Appendix

Franklin Book Programs, Inc. (1952-78) 59

Government Advisory Committee on International Book and Library Programs (1962-77) 60

Preface

The Center for the Book in the Library of Congress was established in 1977 to promote books, reading, and the printed word—nationally and internationally. It is a U. S. government office, but its programs are supported by private gifts from individuals and corporations, making it a useful link between government and the private sector and a catalyst for cooperative activities. The international side of the Center for the Book's program is carried out in the spirit of the Charter of the Book, which was set forth in 1972 as part of UNESCO's International Book Year. The charter stresses the importance of the free flow of books between countries for economic and cultural development and the essential role of books in promoting international understanding.

The center's national advisory board felt that before our organization launched any major projects in the international book field we should inventory what is currently being done by both government and private agencies. We are pleased to share the results of our survey through this publication. The survey was modest, limited primarily to book and book-related programs of special interest to the Center for the Book, and we make no claims for its comprehensiveness. We hope, however, that it will be useful to all organizations concerned with the role of books in furthering economic and cultural development. We view its publication as a first step toward a more comprehensive study of international book and library programs that would include both American and foreign organizations.

We found that there is less activity, and especially U. S. government activity, in the international book field today than there was fifteen years ago when a survey similar to ours was published. That report, *Who Is Doing What in*

6

International Book and Library Programs (1967), resulted from the proceedings of a conference sponsored by the International Relations Office of the American Library Association. The information it provides supplements that found in *Books in Human Development*, a 1965 report on a conference sponsored by American University and the U. S. Agency for International Development. A detailed analysis of why there are fewer government programs than there were in the late 1960s and early 1970s and how the international book scene has changed in the last decade is beyond the scope of this publication. Nevertheless, the introductory essay on "The Book Crisis and the Developing World" by John B. Putnam puts our survey findings into a historical perspective, as does the appendix describing the activities of two important but now defunct organizations, Franklin Book Programs, Inc. (1952–78), and the U. S. Government Advisory Committee on International Book and Library Programs (1962–77).

The Center for the Book is grateful to the organizations that provided the information in this publication, to John B. Putnam for his essay, to Connie Pyle of the Mills College Library who helped put the entries together, and to Margery Maier for help in preparing the manuscript. Any errors in interpolating the data submitted by the organizations included in this publication are the responsibility of the editor. Mr. Putnam's paper was commissioned by the Center for Integrative Development for the conference "Distribution of Technical Publications in the Developing Countries," held in Washington, D.C., October 21, 1980. It is reprinted with permission.

The Book Crisis and the Developing World

John B. Putnam

John B. Putnam is an international publishing consultant and the former executive director of the Association of American University Presses.

Books have for so long been so plentifully available for educating, informing, inspiring, and entertaining readers in the developed world that we take them for granted as a part of life. But they are by no means taken for granted in less developed countries. There problems of preparation, publication, and distribution arising from a host of reasons make the wealth of written material we so casually accept an unheard-of luxury.

This is a critical handicap for developing countries. As a vehicle for educating and transmitting ideas and information, the book is a tool without peer. Its portability, random accessibility, ease of use, simplicity of form, and relative economy of manufacture exemplify appropriate technology at its best. Its impact on people and institutions has, historically, been so important for progress that availability of books might justly be ranked among the most important contributors to development.

Although the international flow of books is as old as the written word itself, the era following World War II was unprecedented for large-scale use of books as tools for national development. With the breakdown of traditional colonial systems, the newly independent states sought to develop strong economies and polities through education and the development both of institutions and of human and natural resources. In many cases, there were reasonably effective publishing and bookselling institutions already in place, legacies of colonial times. The Oxford University Press branches and the Christian Missionary Society bookshops in many parts of what was the British Commonwealth are perhaps the best known examples, although there were others in both English-speaking and other areas. However, these institutions were more often than not structured to supply

the colonial systems from which they derived only with mass educational materials for basic literacy and competency; there was little emphasis on advanced scholarly and technical books for professional and administrative readerships.

As universities, research institutions, and government agencies with developmental and educational responsibilities became established in developing countries, indigenous publishing programs sprang up—small, not always effective, limited in their capital and human resources, but nonetheless determined to advance national development through the publication of educational, technical, and cultural materials. University presses have been particularly noteworthy. Emphasizing materials for education and development, many have seen their chief role as development support rather than as general cultural enrichment or advanced scholarly research. Some have focused on the social and applied sciences and on education, producing materials for educators—even including preschool and elementary teaching materials. Unfortunately, because of the small size and undercapitalization of these university presses, their output has not been as great as it might have been. In some cases, lack of a clear mandate or mission statement has left them without conceptual direction, so that the most vocal or influential administrators or faculty have determined the course and substance of their programs.

The university presses are not the only developing-country publishers facing difficulties. Most have depended heavily on financial and moral support from developed-country institutions, and even with that support distribution has been hampered by lack of promotional and bibliographic tools, difficulties of delivery across international boundaries (and not infrequently within countries), and high prices necessitated by short print runs. These factors vary widely from one area to another, but in general, books move with difficulty from author to reader within countries, and the traffic among developing countries has been negligible in absolute terms.

A number of attempts have been made by scholars, publishers, and assistance agencies in the developed world to serve the developing countries' need for books. These at-

tempts have varied in character and effectiveness. Some have concentrated on dissemination of standard works from developed countries, both in translation and in the original, without significant efforts to select or develop materials especially for targeted markets. Others have concentrated on institution-building primarily through the education of teachers, librarians, and practitioners. Still others, like Franklin Book Programs, attempted to combine these approaches by selecting titles for specific readerships, translating them into local languages, and building up indigenous publishing, printing, and distribution systems through in-house and on-site training.

In the educational field, large U.S. publishers, such as McGraw-Hill, Wiley, and Prentice-Hall, established subsidiaries in key developing nations, largely staffed by nationals. Through these subsidiaries they set up specialized large-scale textbook programs, often based on texts originally published in the United States by parent companies. By using locally acquired materials and local manufacture, and by substantially reducing transport costs, the subsidiary companies have significantly enhanced the development process through their aid to education.

Other U.S. publishers, such as Harper and Row, have had long-established export departments, which, while they do no publishing as such, have cultivated regional and national markets in behalf of a centrally directed sales and distribution effort.

Besides the export and foreign-based operations of developed-country publishers serving primarily educational markets, the organizations that have been most active in promoting the use of books as tools for development have generally been either government agencies or nonprofit educational organizations. To cite only a few examples, the U.S. International Communication Agency (USICA) and the U.S. Agency for International Development (AID) have programs of long standing in the library and textbook areas and these have naturally contained substantial components aimed at development. Franklin Book Programs published thousands of titles in several languages during its more than

twenty-five years of activity, all the while building indigenous local and regional publishing and bookselling operations tailored to the circumstances of their environments. In partnership with the National University of Mexico, the Association of American University Presses (AAUP) formed the Centro Interamericano de Libros Academicos (CILA), which distributed scholarly and professional books from AAUP member presses in Mexico and, to a limited degree, elsewhere in Latin America. The Asia Foundation, through its Books for Asia program, distributed more than 17 million books, donated by publishers, in twenty Asian countries. Dozens of other public and private sector organizations have conducted simila. programs.

A variety of joint ventures have operated over the years The most effective of these, usually featuring a large developed-country publisher and an indigenous partner, were based on wide and predictable markets—school books or college texts—where at least a modest return on investment would be assured. Such other joint ventures as pairings of government agencies with nonprofits, government agencies with foreign commercial publishing firms, and special interest groups with publishers and booksellers are harder to categorize. Again, Franklin stands head and shoulders above the rest in having identified and recruited appropriate partners, both in government and the private sector, and in staffing its organization with dedicated, imaginative professionals—nationals of the host countries—who could carry on almost independent of the home office. The library community, particularly the American Library Association and its specialists on school libraries and training for librarians, has been extremely effective in building creative partnerships with opposite numbers in the developing countries. The emphasis here, however, has been on training of librarians and building of institutions and collections, rather than on conceiving and executing original publishing and distribution programs.

Concern about books for the developing countries reached its peak in the early seventies, when Franklin, CILA, and the Informational Media Guarantee Program (IMG) all flourished. There was so much intensity and complexity of effort

in the United States that a Government Advisory Committee on International Book and Library Programs (GAC), sponsored jointly by State, AID, and the U.S. Information Agency (USIA) initiated regular meetings of representatives of the publishing, bookselling, and library communities to interact with government officials concerned with international book matters. UNESCO proclaimed 1972 International Book Year, and a Charter of the Book, laying heavy emphasis on the role of books in national and human development, was articulated. It appeared that substantial breakthroughs in the realization of the book as a means of social and economic betterment were imminent.

Appearances were deceiving. By 1980, GAC was gone, victim of a general housecleaning early in the Carter administration. Franklin has closed its doors after more than a quarter-century of service, although many of its local operations survive in independent and vastly altered form. CILA has been dissolved, leaving a cluster of its former clients to form a new organization, UNILIBROS. The IMG is only a memory, and although USICA, successor to USIA, continues its American Libraries, the translation program it operated for so many years is much reduced. The future of the book is certainly not as bright as it appeared ten or even five years ago.

What happened? Many things happened, all manifested in changed attitudes and priorities. Worldwide inflation has sent materials and processing costs skyward. The introduction of electronic and mixed media has diluted the enthusiasm of many agencies for the printed book. Radical shifts in the international balance of power, stemming from the petroleum crisis and other causes, have overturned traditional patterns of international interdependency. There has been a subtle but significant shift of focus from international to domestic affairs on the parts of government and private-sector groups, and major philanthropies have drifted away from education and books.

The following is a list of some of the specific problems that interfere with the free flow of technical books to and among the developing countries.

1. *Foreign Exchange*. Most developing countries are chron-

ically short of hard currency for international exchange, and many other items enjoy higher priorities than books in the pursuit of development, especially since the oil crisis.

2. *Inadequacy of Promotional and Bibliographic Tools.* Although much has been done to improve bibliographic access in recent years, particularly with the increased flexibility, reduced cost, and broader availability of electronic data processing and communication, much remains to be done in promoting user awareness of bibliographic tools and the resources they adduce, and in achieving document delivery once the user has found what he wants. Promotion—spreading information about information resources in a system and stressing the convenience, ease, and economy of using the system—must be an integral part of the system design. Indeed, the importance of promotion transcends and undergirds all such systems, since without user awareness and acceptance, the system is useless.

3. *Delay.* Because of the high cost of sending small shipments to remote areas, mechanisms for filling individual orders in the developing countries are not well developed. It can take months or even years to receive a single copy of a low-priced book. It is not uncommon for publishers to save up orders from remote regions for weeks or months before forwarding them to an agent or overseas representative. The inordinate delay in processing payment, and the inherent difficulty in collecting from a bookseller—or worse yet, an individual—thousands of miles away, make this kind of business unattractive to a developed-country publisher whose continued existence depends on reasonably rapid turnover of accounts receivable. This is especially so since the end of the IMG, which enabled dollars-short nations to purchase U.S. books and educational materials with their own nonconvertible currencies.

4. *Illiteracy.* Although basic literacy is gradually improving worldwide, the developing countries lag the rest of the world. Promoting the acceptance of books as a means to human betterment is particularly difficult in societies where everyday practices and customs have the sanctity of ancient oral tradition.

5. *Translation.* Most material currently relevant to development is written in the languages of the developed countries, particularly in English. The task of singling out the books most appropriate to the market and of rendering faithful and apt translations into local languages is formidable. Translation is a demanding and unrewarding activity, and it is rare to find willing translators with the technical and linguistic competence—or the time—to prepare adequate texts.

6. *Price.* Inefficient means of book distribution in the developing countries tends to drive already high book prices higher still in nations characterized by low per capita incomes. Books are simply too costly for the average citizen, and most bookbuyers therefore tend to be institutions or professionals —teachers mainly—who cannot function without them.

These problems are inherent in any information system that relies on the hard copy of print media. They may yield to education, technological innovation, and dedicated efforts on the part of the system's creators. Two other factors, however, are societal and attitudinal in character, and it may be beyond the system's power to ameliorate them unaided.

First, it is difficult to achieve concerted action on the part of competitive entities, be they publishers or booksellers, in either the developed or developing countries. In Nigeria, for example, currency exchange vouchers for individual transactions are submitted to the central bank by individual booksellers. Some leading booksellers of vision have argued for consolidated order and voucher processing for the entire community in the interest of better credit ratings and consequently better service from overseas publishers. Yet, most of their less enlightened colleagues are reluctant to surrender even a theoretical edge to competitors, reasoning that consolidated shipments must necessarily, in case of shortages or delayed delivery, be divided among participating importers on an impartial and equitable basis. The advantages now enjoyed by large booksellers who can exert leverage at the expense of smaller entrepreneurs, then, will probably be self-servingly perpetuated.

Second, the U.S. publishing industry as a whole is reluctant to take financial responsibility for promoting the free flow

of the international book trade. It prefers to lean on government-subsidized promotion and export efforts—or at least it fails to exercise private-sector initiatives in the absence of government support. A growing minority of U.S. publishers have made consistent progress in promoting reasonable cooperation within the book industry in researching and developing international markets, but because returns on investment are less certain, the developing countries and rarefied materials for small markets concerned with development get short shrift. International commercial marketing concentrates, naturally enough, on areas of greatest potential return; developing nations, while they represent large and potentially lucrative markets, present special problems with credit, shipping, currency exchange, and the like, and are likely to be appealing only to educational publishers who may compensate for these problems by selling large numbers of educational titles, particularly at the primary level. Publishers repeatedly point to government as the logical agency for promoting less commercially attractive markets, while government, pointing to the political, ideological, and economic constraints on government-sponsored international book promotion, passes the buck back to the private sector.

Many book community leaders have urged the formation of a new partnership embracing—and jointly supported by—government, the book community, and those other private-sector communities, such as education, trade, and business, that have substantial stakes in the international free flow of knowledge. Such a body, drawing on the strengths of its constituents but unfettered of their individual constraints, would provide a forum for the airing of problems within or involving the book community, as well as a strong force for exercising initiatives in behalf of their solution.

Some new effort seems to be called for to overcome the seemingly intractible problems of identifying readers for limited-circulation books, providing information about those books to those readers, and delivering—quickly and economically—those few low-ticket items to a few readers in widely separated parts of the world.

We are told that the world is in the midst of a transition

into a new economic order. Whatever the final nature of that order, there is extraordinary expert agreement that it is in the interest of both the developed and the developing countries that the latter become more developed as quickly as possible. It is clear that ready availability of technical and educational books is a necessary condition of development. How can it best be achieved in the developing world? Will the increasingly cost-effective high technologies—facsimile transmission from centralized data bases to remote terminals, or compact, self-contained micrographic libraries—be adaptable to the economic scale and cultural milieux of the developing countries? Or will individually franchised, small-scale hard-copy publishers—perhaps in libraries or bookstores—producing individual copies on demand for relatively high prices be a more appropriate solution? Who will pay for the technology and provide the economic stimulus for authorship? Who will undertake to research the needs of markets and then identify and coordinate authors and institutions to meet those needs? Must we reinvent Franklin, CILA, GAC, and IMG, or are there new modes of bringing the book to its reader?

International Book Programs in 1981

A Brief Survey

U.S. Government Agencies and Commissions

ACTION
Peace Corps

806 Connecticut Avenue, NW Washington, D.C. 20525

Donna Frelick, Coordinator, Information Collection and Exchange

ACTION administers and coordinates domestic and international volunteer programs sponsored by the federal government. In 1979 the Peace Corps, which was created in 1961, became an autonomous agency within ACTION. During 1980 nearly six thousand Americans participated directly in the development efforts of sixty-two Third World nations as Peace Corps volunteers. The Information Collection and Exchange (ICE) is the Peace Corps's central resource for sharing technologies and problem-solving techniques. ICE collects, reviews, and catalogs training guides, curricula, lesson plans, manuals, books, and other Peace Corps-generated materials developed in the field. The development of technical manuals is one of ICE's major purposes: seven manuals dealing with subjects such as agriculture, community health, fisheries, and forestry/conservation were published and distributed in fiscal 1980. Peace Corps publications also emphasize the use of "appropriate technologies," especially encouraging labor-intensive, small-scale projects using locally available materials and ecologically sound practices.

Materials published, purchased, or collected by ICE are maintained in its Resource Center. Although the ICE research staff and the sector specialists in the Office of Programming and Training Coordination (OPTC, of which ICE is a part) are the primary users of the Resource Center files, the system is designed to be easily accessible and comprehensible to other Peace Corps staff, volunteers, and individuals associated with external agencies involved in development activities. In answering requests from volunteers, staff, and others in the development community, ICE uses information from its own Resource Center, from the ACTION library, and from other federal agencies.

Information on newly identified technical reference materials and project approaches is shared both within the Peace Corps community and beyond through a bimonthly ICE almanac. Through the almanac's volunteer-to-volunteer network, volunteers are encouraged to exchange project information and experiences among themselves.

Agency for International Development

320 21st Street, NW
Washington,
D.C. 20523

David G. Donovan,
Chief,
Division of
Documentation
and Information

The Agency for International Development (AID) carries out economic assistance programs designed to help certain developing countries strengthen their human and economic resources and increase their productive capabilities. In cooperation with the Department of Agriculture and the Department of State, AID implements Public Law 480, the Agricultural Trade Development and Assistance Act, as amended. Foreign economic assistance from AID is intended to promote economic or political stability in friendly countries.

The Agency for International Development formerly supported its book programs under a centrally funded book and library program. That program, which was terminated in 1972, significantly strengthened existing national library and book development programs. In some instances AID was responsible for initiating such programs where none existed before. Most book programs today are project-oriented and are focused on defined problem areas, and the number of book projects which AID operates is also much more limited.

A few large projects have significant book and library components. For example, AID is currently supporting the development of libraries at graduate schools of agriculture in Sri Lanka and Indonesia. Funds for the purchase of selected key reference books and texts for the libraries are a part of this support effort. Smaller book support elements are more common, however. For example, a recent project in Guatemala to implement new curricula and upgrade teachers in rural primary schools called for the development of textbooks and teacher's guides. In Panama an AID project of

training and curriculum development for grades one through nine provides for the production of educational materials, textbooks, and teacher's guides and for a curriculum library in the ministry of education.

Since 1974, the major focus of AID programs has been assistance to the urban and rural poor. The books and instructional materials are produced locally, and they are in the vernacular. Books in the English language are provided only for those publications of a highly technical nature for which translation is not available, too costly, or too time-consuming.

An interesting example of support for an area studies program is the Sahel Development Center at Michigan State University. The center, partially funded by AID, provides selected Sahelian institutions with bibliographic citations of relevant publications published in the Sahel and elsewhere and concerning economic and social development. The center also provides these institutions with microfiche or paper copies of desired uncopyrighted publications and hard copies of copyrighted material cited in the center's quarterly awareness journal. The effort has helped the university become an increasingly valuable center for Sahelian studies.

AID's Office of Development Information and Utilization provides information and library services to AID personnel in Washington and field missions, to other U. S. government agencies, to selected institutions and organizations in developing countries, and to other organizations concerned with economic development. For the most part, the materials supplied on request are copies of documents and journal articles rather than books.

Research and development reports generated or funded by AID and selected, newly acquired reports announced in our quarterly awareness journal, *A.I.D. Research and Development Abstracts,* are available free of charge to institutions in developing countries and at cost to others.

The Office of Development Information and Utilization produces five publications: *A.I.D. Research and Development Abstracts; Directory of Development Resources; Technicians on Call for Development; A.I.D. Resources Report;* and *Research Literature for Development.*

Department of Agriculture
Foreign Agricultural Service

South Building
Washington,
D.C. 20250

The Foreign Agricultural Service (FAS) seeks to expand markets for U. S. farm products. It provides information about agricultural production and trade, develops foreign markets in cooperation with the private sector, assists in the negotiation of trade agreements, and administers export credit guarantee programs and the Public Law 480 program. FAS periodicals, circulars, and special reports are distributed worldwide through various foreign exchange programs. The most popular publication abroad is the monthly periodical *Foreign Agriculture*, which emphasizes information useful for export marketing.

Department of Agriculture
Graduate School

South Building
Washington,
D.C. 20250

Arthur F. Burns,
Head,
International
Program

The Department of Agriculture's graduate school was established in 1921 in accordance with the department's responsibility of "disseminating agricultural information" as widely as possible. The graduate school has a separate international program designed for foreign participants. Classes are offered in cooperation with the World Bank, the Inter-American Development Bank, the United Nations, and other agencies. Certain classes are tailored for students from developing countries and for staffs from embassies and international organizations; they can be offered either in the United States or in host countries. Correspondence courses are open to anyone regardless of employment or place of residence.

Department of Agriculture
National Agricultural Library

Beltsville, Maryland 20750

The National Agricultural Library (NAL) is part of the Technical Information Systems, Science and Education Administration, U. S. Department of Agriculture. Its mission is the dissemination of information contained in the literature of agriculture and related sciences from worldwide sources.

NAL acquires books, serials, and reports from all parts of the world by purchase and exchange and through Public Law 480. The library is a depository for *FAO Documentation—Current Bibliography*, beginning with documents indexed in the January 1975 issue. All acquired materials become part of the NAL collection, currently about 1.7 million volumes. The Worldwide Network of Agricultural Libraries of the NAL provides interlibrary loan service, photocopy service, and bibliographic information to individuals and organizations. As a member of AGLINET it extends these services through other member agricultural libraries in Africa, Asia, Europe, and South America.

AGRICOLA (Agricultural Online Access) is a family of data bases prepared by or through NAL. These indexes to worldwide literature on general agriculture, food and nutrition, agricultural economics, and related subjects contain citations to monographs, serial titles, and journal articles, dating from January 1970 to the present. The *Bibliography of Agriculture* (Oryx Press) and the *National Agricultural Library Catalog* (Rowan and Littlefield) are derived from the data bases. On-line access is offered by commercial vendors.

AGRIS (International Information System for the Agricultural Sciences and Technology) is operated through the Food and Agriculture Organization (FAO). Input is provided by cooperating centers throughout the world. NAL inputs citations from U. S. imprint books and journals, amounting to about fifty thousand records for 1979–80, the largest number from any cooperating center. AGRIS citations are available in the printed AGRINDEX or on mag-

netic tape. Information is available from the AGRIS Coordinating Centre of the FAO in Rome, Italy.

NAL is a member of the International Federation of Library Associations and Institutions (IFLA). Members of NAL staff helped establish the International Association of Agricultural Librarians and Documentalists (IAALD) and have served as editors of its *Quarterly Bulletin.* NAL provides staff for consultation to assist in developing agricultural libraries or information centers. Recently, such service was provided to the governments of Algeria and Saudi Arabia.

Department of Commerce
International Trade Administration

Washington, D.C. 20230

John B. Roose, Director, Office of Export Promotion

The International Trade Administration, successor to the Bureau of International Commerce, was established in January 1980 to promote world trade and to strengthen the international trade and investment position of the United States. The organization carries out a number of export promotion activities that are available to U. S. book publishers, including trade exhibits, trade missions, catalog exhibits, rental of overseas trade centers, and rental of office space to U. S. businesses. Recently, publishers have participated in trade center exhibits in Sydney, Australia, catalog promotions in Kenya and Liberia, and trade missions in the Middle East. Costs to individual publishers vary from $40 to $80 for catalog shows or $1,200 to $2,000 for trade exhibits or trade center activities to $2,000 to $3,000 for trade missions.

Department of Commerce
National Bureau of Standards

Washington, D.C. 20234

The National Bureau of Standards is concerned primarily with the effective application of science and technology for the benefit of the public. Since

1979, the agency has funded a program to bring librarians from developing countries to the United States for training in the librarianship of technical, scientific, and professional publications. In 1980, librarians from the United Arab Republic took part in this program.

Patricia W. Berger, Chief, Library Division

Department of Commerce
National Technical Information Service

5285 Port Royal Road Springfield, Virginia 22161

David B. Shonyo, Chief, International Technology Exchange

The National Technical Information Service (NTIS) is the central source for the public sale and distribution of U. S. government-sponsored research, development, and engineering reports, foreign technical reports, and reports prepared by local government agencies. Periodicals, data files, computer programs, and U. S. government-owned patent applications are also available. The NTIS information collection exceeds 1.2 million titles, about two hundred thousand of which contain foreign technology or marketing information. Full summaries of current U. S. and foreign research reports are published regularly by NTIS in a wide variety of weekly newsletters, a biweekly journal, an annual index, and various subscription formats. Anyone may search the NTIS Bibliographic Data Base online, using the services of organizations that maintain the data base for public use through contractual relationships with NTIS. The agency is self-supporting in that all costs of its products and services are paid from sales income.

During fiscal 1979, NTIS began a concerted effort to increase its foreign technical literature collection and to make it readily available, through translation and other means, to U. S. industry. Funds for English-language translations of foreign technical publications are allocated through the agency's Foreign Technology Utilization Program. Translations of primarily Russian and Eastern European technical and scientific publications are supported by funds available to the National Science Foundation through Public Law 480. The Agency for International Development has provided funds to train specialists in less developed countries in the gathering

and dissemination of technical, scientific, and professional publications.

Department of Health and Human Services
National Library of Medicine

8600 Rockville Pike, Bethesda, Maryland 20209

Mary E. Corning, Assistant Director for International Programs

Roger Gilkeson, Office of Inquiries

The National Library of Medicine (NLM), part of the National Institutes of Health, was established in 1956 to serve as the nation's chief medical information source. NLM is authorized to provide medical library services and on-line bibliographic searching capabilities, such as MEDLINE and TOXLINE, to public and private agencies and organizations, institutions, and individuals. Its publications include *Index Medicus* and the *NLM Current Catalog*, both distributed by the Superintendent of Documents, and its annual report *NLM Programs and Services*, which is available free from the NLM Office of Inquiries.

NLM and its predecessor, the Armed Forces Medical Library, have a long history of international activity. As early as the mid-nineteenth century the library was cultivating a worldwide network for acquiring and exchanging biomedical literature. At present NLM's international programs fall into four general categories.

Literature Exchange. The library has about four hundred exchange partners in seventy-two countries throughout the world. NLM sends copies of its bibliographic publications in exchange for foreign materials.

Special Foreign Currency Program. Authorized by Public Law 83–480, this program allows funds accrued to the United States by the sale of surplus agricultural commodities to be spent for scientific writing projects in seven cooperating countries—Poland, Yugoslavia, Israel, Egypt, Tunisia, India, and Pakistan. During fiscal 1980, there were ninety-five active projects.

MEDLARS. NLM's computerized Medical Literature Analysis and Retrieval System, used to produce the monthly *Index Medicus*, includes citations to articles from some twenty-six hundred biomedical journals representing forty lan-

guages and seventy-three countries. NLM has created an international biomedical communications network with MEDLARS partners in thirteen countries.

Collaborative Agreements. These include (1) an experimental agreement with the World Health Organization, where NLM provides MEDLARS computer searches and interlibrary loans for eighty-four developing countries in the WHO regions of Africa, Southwest Asia, the Eastern Mediterranean, and the Western Pacific; (2) an experimental arrangement with the World Health Organization whereby NLM prepares the *Quarterly Bibliography of Major Tropical Diseases,* which the WHO then distributes to scientists and institutions in tropical countries; and (3) technical and service support provided to the PAHO Regional Library of Medicine (BIREME) in Sao Paulo, Brazil. Through its interlibrary loan service NLM provides photocopies, for which fees are assessed.

Government Printing Office

Washington, D.C. 20402

Earl G. Clement, Director of Documents Sales Service

The U.S. Government Printing Office prints or procures printing from commercial printers for all government agencies, catalogs and indexes government publications, distributes government publications to depository libraries, distributes publications specifically designated in Title 44 of the United States Code, distributes government publications for government agencies on a reimbursable basis, and sells government publications to the general public.

The Government Printing Office's role in international book distribution is twofold. First, it operates a worldwide sales program. Over twenty thousand titles are available. This program is required by law to operate on a self-sustaining basis whereby the revenue generated from sales is sufficient to cover not only the printing cost but also the advertising, storage, order-processing, and distribution costs. Second, under the International Exchange Program, the Government Printing Office distributes government publications to desig-

nated foreign libraries and is reimbursed for the distribution costs by the Smithsonian Institution.

International Communication Agency

Washington, D.C. 20547

Richard Moore, Director, Cultural Services and Resources

Diana Richards, Chief, Library Division

Donald E. McNeil, Chief, Book Programs Division

The International Communication Agency (USICA), an independent agency of the executive branch, was established in April 1978, consolidating the functions previously carried out by the United States Information Agency (USIA) and the Bureau of Educational and Cultural Affairs of the Department of State. USICA is responsible for conducting international communication, educational, cultural, and exchange programs between the United States and other nations. It maintains 201 posts in 125 countries. Support for book and library programs is one important means by which USICA fulfills its mission of increasing "mutual understanding between the people of the United States and the people of other countries." Major efforts include assistance in book publication, translation, and promotion and the administration of USICA libraries throughout the world. The agency publishes an annual compilation of books published with its assistance.

Since 1950 USICA has assisted publication of books on U. S. foreign policy, political and social processes, economy, science and technology, education, and the arts and humanities. Through September 1980, the agency has assisted in publication of more than twenty-three thousand editions totaling more than 181 million copies in fifty-seven languages, including English. At the present time, USICA's book program is reduced and works are mainly in the following languages: Arabic, Chinese, French, Portuguese, and Spanish. Smaller programs continue in Bengali, Burmese, Japanese, Korean, Malay, Thai, and Turkish.

USICA itself does not publish books. Rather it provides assistance to foreign publishers to enable them to publish editions of American works. Awareness of book content is essential to such publishers and for this reason, as well as to promote export sales of U. S. books in English by U. S. publish-

ers, USICA cooperates with the private sector publishing associations on such promotional activities as book exhibits at international fairs and other events.

The agency currently maintains 128 libraries in some eighty countries, which are known locally by a variety of names such as American Cultural Center, American Library, USICA Library, Amerika Haus, or Biblioteca Abraham Lincoln. The agency also lends support to libraries located in binational centers (autonomous local institutions dedicated to the development of mutual understanding between the United States and the host country) or administered by them. Although the nature of the libraries may vary from country to country according to local needs and conditions, such libraries generally include collections of books, periodicals, documents, and audiovisual materials and offer a variety of library services such as book circulation, reference service, and bibliographical assistance. USICA librarians also maintain close contact with libraries and other institutions in the host country.

Japan-United States Friendship Commission

Suite 709
1875 Connecticut Avenue, NW
Washington, D.C. 20009

Francis B. Tenny, Executive Director

The Japan-United States Friendship Commission was established by the U. S. Congress in 1975 by Public Law 94–118. Income from a U. S. government trust fund of $36 million in dollars and yen combined is available for the promotion of scholarly, cultural, and artistic activities between Japan and the United States. The fund originates from part of the Japanese government repayments for U. S. facilities built in Okinawa and turned over to Japan and for other postwar American assistance to Japan.

The purpose of the program is defined in the Japan-United States Friendship Act as "aid to education and culture at the highest level in order to enhance reciprocal people-to-people understanding and to support the close friendship and mutuality of interests between the United States and Japan."

The commission provides grants to institutions in the United States and in Japan in the program areas of Japanese studies, American studies, exchanges in the arts, and cultural

communication and public affairs in the United States. The following book programs are supported:

Library collections and services in area studies. These include (1) grants to a consortium of major university graduate center libraries in Japanese studies in the United States for acquisition of Japanese books and periodicals and for bibliographic and accessibility services to scholars of Japan anywhere in the country; (2) grants to a number of major Japanese universities with American studies programs for acquisition of U.S. research materials and improved bibliographic services, librarian training, and publication for Japanese scholars of the United States; and (3) presentation of small sets of standard works on the United States in Japanese, including both translations of American books and original Japanese writing, to universities, research institutes, and media organizations in Japan.

Annual book prizes. A literary translation prize is awarded for the best English literary translation, published or unpublished, by a first-time American translator of a book-length work or collection of Japanese literature from any period. An American studies book prize is given for the best original book on the United States by a Japanese scholar, published in Japanese in Japan, in fields such as the study of literature, history, the social sciences, or the humanities.

Library of Congress

Washington, D.C. 20540

Frank M. McGowan, Director for Acquisitions and Overseas Operations, Processing Services

Dorothy Pollet Gray, Educational Liaison Officer

The Library of Congress, containing over 18 million volumes and a myriad of special nonbook collections, is one of the world's largest libraries. It is an international library, for it maintains acquisitions offices outside the United States, catalogs books in over 450 languages, and exchanges publications with institutions around the world. It is estimated that two-thirds of the publications currently received by the Library of Congress are in languages other than English.

The prime areas of international book activity at the Library of Congress are the acquisition of foreign publications,

both for the Library's own collections and for those of other American libraries, and the distribution of American publications abroad. In addition to direct purchase of foreign materials through a network of approximately one hundred blanket order dealers located in 167 countries, the Library acquires and disseminates materials through the programs outlined below.

The Special Foreign Currency Program, established in 1962 under the auspices of Public Law 480, enables the Library of Congress to acquire library materials in India and Pakistan. Foreign currencies accrued to the credit of the United States are used to employ local staff, to rent office space, to purchase books and other library materials, and to ship the materials acquired directly to the Library of Congress and to other U. S. libraries. Thirty research libraries receive sets of foreign-language materials and 283 libraries in fifty states and the District of Columbia receive sets of Indian and Pakistani English-language publications under this program. Over eight hundred thousand publications are acquired and distributed annually to these libraries.

Under the National Program for Acquisitions and Cataloging (NPAC), authorized in 1965, the Library is responsible for acquiring all materials currently published throughout the world which are of value to scholarship and for providing catalog information for these materials promptly after receipt by means of printed catalog cards, computer tapes, and published catalogs. To implement this program, the Library of Congress maintains regional acquisitions offices in Nairobi, Rio de Janeiro, Jakarta, and Cairo to obtain publications not readily available through normal trade channels. The offices in Nairobi, Jakarta, and Cairo serve the Library of Congress and from one to twenty-six other American research libraries, participating in jointly financed cooperative programs. Cooperative acquisitions programs also function in Nepal, Sri Lanka, and Bangladesh under the management of the New Delhi Office. Publications acquired under these programs are listed as appropriate in *Accessions Lists* for South Asia, Southeast Asia, the Middle East, Eastern Africa, or Brazil. All publications cataloged are listed in the Library's *Na-*

tional Union Catalog (NUC), which is, in effect, an extensive international bibliography. The *NUC* identifies and locates titles from around the world which have been acquired and cataloged by libraries throughout the United States and Canada.

The Library of Congress participates in the mutual exchange of official publications with ninety-two other governments in accordance with treaties, stipulations, conventions, and other formal agreements made between the United States and various foreign countries. In addition, the Library of Congress exchanges publications with some 13,500 foreign libraries, educational organizations, research institutions, and international organizations. About 1.4 million publications are distributed by the Library overseas annually.

Another major avenue of Library of Congress international activity is through personal contacts with librarians and government officials abroad, through participation in activities of international organizations, and through the service of its staff members on committees of such organizations. For example, staff members take part in programs and serve on committees of the International Federation of Library Associations, the International Federation for Documentation, and other international organizations in the library and scholarly world. The Librarian of Congress has recently been to Indonesia and other Southeast Asian countries, and the Deputy Librarian headed an American delegation of librarians to the People's Republic of China. Staff members periodically make extensive acquisitions trips through Africa, the Middle East, and South America. A member of the Research Services Department recently consulted with the president of Panama and other Panamanian officials on the construction of a national library for their country.

In the United States, the Library of Congress regularly assists foreign librarians and nonlibrarians who visit this country. During the past year approximately fifteen hundred foreign visitors, including seven interns, took part in orientation programs. The Library received five participants this last year under the Exchange Visitor Program coordinated by USICA.

National Commission on Libraries and Information Science

Suite 601
1717 K Street, NW
Washington,
D.C. 20036

Charles Benton,
Chairman

Toni Carbo Bearman,
Executive
Director

The National Commission on Libraries and Information Science (NCLIS) is a permanent independent agency of the executive branch established through Public Law 91-345 on July 19, 1970. The commission is composed of fifteen members, five of whom must be professional librarians or information specialists. They are appointed to five-year terms by the president, with the advice and consent of the Senate. The commission has primary responsibility for developing plans for the provision of library and information services adequate to meet the needs of the people of the United States. NCLIS is authorized to advise the president and Congress on the implementation of national policy, conduct studies of the informational needs of the nation and the means by which these needs may be met, appraise current library and information resources and services and evaluate their effectiveness, develop overall plans for meeting information needs and coordinate activities at federal, state, and local levels, advise public and private agencies regarding library and information sciences, and promote research.

Although the commission is strongly focused on the United States and the development of a national program, its international activities have included support for the Universal Availability of Publications (UAP) program of the International Federation of Library Associations (IFLA), paying one-half of the U. S. national dues to IFLA, the NCLIS conference on International Information Exchange, held as part of the preparation for the White House Conference on Libraries and Information Science, and formation of an International Relations Planning Committee.

Two pertinent publications are Foster Mohrhardt's *International Library and Information Service Developments As They Relate to the National Commission on Libraries and Information Science* (ED 100 396); and *White House Conference on Library and Information Services Pre-Conference Meetings on Special Themes, July 31, 1979: International*

Information Exchange, a Theme Conference Summary by Robert L. Chartrand and Jane Bortnick.

Smithsonian Institution

1000 Jefferson Drive, SW Washington, D.C. 20560

John E. Estes, Director, International Exchange Service

Kennedy B. Schmertz, Director, Office of International Activities

The Smithsonian Institution was founded in 1846 "for the increase and diffusion of knowledge." Since 1851, its International Exchange Service has provided a system whereby learned societies in the United States can exchange their publications for those of foreign organizations. This program has continued through the years, enabling many colleges, universities, scientific societies, and medical and dental libraries to exchange their current and duplicate publications with similar organizations in other countries. During fiscal 1980, publications were received from more than 260 organizations in the United States for distribution overseas, and from more than 400 foreign organizations for distribution in the United States. In 1886, the service was designated as the bureau through which U.S. government publications are exchanged with foreign governments for their official publications. This exchange includes the daily issues of the *Congressional Register* and *Federal Register* and the weekly issues of the *Compilations of Presidential Documents*, plus all other publications designated by the Library of Congress for depository libraries.

The Smithsonian's Office of International Activities helps coordinate programs with international organizations and assists foreign visitors and scholars.

Intergovernmental Organizations

Organization of American States

17th Street and Constitution Avenue, NW Washington, D.C. 20006

Susan Shattuck Benson, Department of Cultural Affairs

The Organization of American States (OAS) is an international organization established to strengthen the peace and security of the hemisphere and to promote the economic, social, scientific, educational, and cultural development of its member states (of which there were twenty-seven in 1981). The magazine *Revista Interamericana de Bibliografía*, published by the OAS since 1951, is a source of information on books from or about Latin America or the Caribbean. It includes book reviews, notes about authors, important meetings, and research in progress, and lists of U. S. government publications about Latin America.

The book, library, and publishing projects sponsored by the OAS Department of Cultural Affairs focus on promoting literacy, developing materials for young readers and for new adult readers, improving book distribution, assisting libraries, and encouraging cooperation among all parts of the book community. Several of the major projects are described below.

The Inter-American Project on Children's Literature was established in 1978 by the OAS Department of Cultural Affairs to improve the textual and visual quality of books, to aid in their distribution and lower their cost, and to increase the world market for Latin American children's books. The project sponsors training for authors, illustrators, and publishers and created a network of documentation centers for children's literature throughout Spanish-speaking Latin America. Its goals are to improve legislation regarding books and paper and to encourage participation in the Bologna Book Fair. Institutions in Venezuela, Brazil, and Colombia are directly involved.

Between 1977 and 1981, the Department of Cultural Affairs funded two projects, one in El Salvador and one in Colombia, both aimed at developing ways to disseminate printed information to low-level adult readers in poverty areas. Using experience gained, the department will finance a program in 1982-83 in Guatemala, Honduras, and Nicaragua, that will seek in each country to coordinate publishing

and information activities relating to low-income populations. Training will be given in organization and dissemination of printed materials, in writing techniques, in community organization, in library techniques, in printing, and in research on reading interests and needs.

The OAS supported the Seminar on the Acquisition of Latin American Library Materials (SALALM) when it was created in 1957 by a group of university librarians concerned with developing cooperative approaches to acquisition of printed materials from or about Latin America and the Caribbean. It has since broadened its scope to include librarians from Latin America and the Caribbean who have difficulty in acquiring materials from their neighboring countries and is now independent of the OAS and housed at the University of Wisconsin in Madison.

The Department of Cultural Affairs has an extensive program of assistance to libraries, library schools, and a center for restoration of books and manuscripts. The department hopes to work jointly on book activities with CERLAL, an institution sponsored by the government of Colombia and UNESCO. Both the Department of Education and the Department of Science of OAS have programs for textbook development, and the former is sponsoring literacy projects throughout Latin America and the Caribbean.

UNESCO
(United Nations Educational, Scientific, and Cultural Organization)

UNESCO
7, place de Fontenoy
75700 Paris, France

Celia R. Zaher,
Director,
Division for
Book Promotion and
Encouragement of
International
Cultural
Exchanges

Book development has been an important part of UNESCO's activities since the organization's inception. Activities have included assistance to developing countries in expanding book production, promotion of the free flow of books throughout the world, publication or the encouragement of publication of studies and reports, international regulation and monitoring of copyright problems, sponsorship of studies, surveys, and seminars, the encouragement of translations of important books and the de-

velopment of public libraries and bibliographic centers, and assistance to authors. The main objective is to assist all countries to achieve an adequate level of book production, suited to cultural interests and social and economic needs, always viewing books as part of a larger, interrelated cultural program.

UNESCO's publishing program includes dozens of items relating to books and book development. *Book Promotion News,* a quarterly bulletin, carries news of regional activities, book fairs and exhibitions, and recent publications. Among the monographic series, Books about Books, inaugurated in 1979, is of special interest. The first two titles in the series were *Roads to Reading,* by Ralph C. Staiger, and *Made to Measure; Children's Books in Developing Countries,* by Anne Pellowski.

The general conference of UNESCO proclaimed 1972 as International Book Year "to focus the attention of the general public [and of] governments and international and domestic organizations on the role of books and related materials in the lives and affairs of the individual and society." *Anatomy of an International Year—Book Year 1972,* published by UNESCO in 1974, describes the year's activities, which focused on encouragement of authorship and translation, book production and distribution, and promotion of the reading habit. A program resulting from the experience and suggestions garnered during the year was published in a forty-two-page booklet, *Books for All,* which aimed at promoting "world-wide action in favor of books and reading."

In UNESCO's organizational scheme, book promotion is now separate from libraries. Current information about UNESCO activities in libraries, archives, and documentation carried out in the General Information Program (PGI) is published in the quarterly bulletin *General Information Program-UNISIST Newsletter.*

In 1982, UNESCO will convene a World Congress on Books, marking the tenth anniversary of International Book Year 1972. The theme will be "Towards a Reading Society." The world congress will focus on the major issues affecting the spread of books and reading in the coming decade and recommend a program of worldwide action that could make

a significant contribution toward the realization of a "reading society." Major themes will include an assessment of the worldwide book situation ten years after International Book Year, an integrated approach to national book strategies, the challenge to the printed word and the impact of modern technologies on the future of the book, the international circulation of books, and the role of UNESCO in book development in the 1980s.

In addition to the World Congress on Books, the following book-related programs are part of the UNESCO's current budget: studies of fundamental problems regarding books and reading, promotion of children's books, publication of the quarterly bulletin *Book Promotion News,* support for regional book development centers, regional programs for publishing low-priced children's books, support of national book development policies and councils, literacy promotion, education and training in the book professions, and the encouragement of translation work throughout the world.

The "Charter of the Book," set forth in 1972, is a declaration of principles for guiding the treatment of books. Adopted by many international organizations during International Book Year, the charter affirms "that books, as well as related materials, should be accorded a position commensurate with the vital role they play in promoting individual fulfillment, social and economic progress, and international understanding and peace."

One result of International Book Year was the creation of the International Book Committee (IBC), which advises UNESCO with regard to its book programs. The IBC is broadly and informally representative of the major nongovernmental organizations of the book world and certain major publishing countries. In 1973 the committee established the International Book Award, which recognizes outstanding services rendered by a person or institution to the cause of books in fields such as authorship, publishing, production, book design, translation, library services, bookselling, encouragement of the reading habit, and promotion of international cooperation. In 1980 the award went to President Leopold Sedar Senghor of Senegal.

U.S. Private Organizations

American Booksellers Association, Inc.

122 East 42d Street
New York,
New York 10017

G. Roysce Smith, Executive Director

Robert D. Hale, Associate Executive Director

The American Booksellers Association (ABA) is a trade association of retail booksellers with approximately 5,500 members in the United States and 109 foreign members. All members receive *American Bookseller*, the association's monthly magazine, and are eligible for all ABA services.

The association's international involvement consists primarily of encouraging foreign booksellers and publishers to attend the annual ABA conventions, hosting foreign booksellers and publishers, and serving as an informal clearinghouse for information sought by booksellers from all over the world. The major subject of inquiry is buying books from or selling books to the American market.

The ABA sponsors schools for retail booksellers which foreign booksellers are welcome to attend. In recent years booksellers from Canada, Great Britain, Sweden, Mexico, and Nigeria have taken part in these sessions. In 1976 and 1978 the ABA participated in bookseller programs in Nigeria.

The executive director and associate executive director actively participate in international bookseller programs, meetings, and trade fairs. Their recent visits have included Australia, New Zealand, Fiji, and Western Europe. The executive director is a member of the council of the International Booksellers Federation.

American Chemical Society

1155 Sixteenth Street, NW
Washington, D.C. 20036

Gordon Bixler, Head, Office of International Activities

The American Chemical Society (ACS), founded in 1876, is the world's largest organization devoted to a single scientific discipline and the principal voice for the chemical profession in the United States. The society is a nonprofit scientific and educational association of professional chemists and chemical engineers. Although it is primarily an American institution, virtually every nation is represented among its more than 120,000 members.

The society publishes twenty-two scientific journals and

magazines and has published over four hundred books. Its most widely circulated periodical is *Chemical and Engineering News,* the official ACS weekly. *Chemical Abstracts,* a compendium of abstracts of all newly published information on chemical science and technology, is a leading chemical abstracting and indexing service for most of the world. With its related publications, indexes, and computer-readable information files, Chemical Abstracts Services now manages a computer data base that helps make the world's chemical knowledge instantly accessible.

Established by the society in June 1962, the Committee on International Activities studies and recommends ways that the ACS can participate in international programs involving chemical education and the work of chemists and chemical engineers in scientific and technological matters. It conducts such programs on behalf of the ACS with approval of the board of directors, and it helps coordinate ACS international activities with those of organizations in other countries.

The committee is studying ways of forming and operating a series of projects to exchange publicly available science and technology among nations and especially between the United States and developing nations. In addition, the committee helps organize and conduct international seminars, symposia, and meetings, cooperates with such international bodies as the International Union of Pure and Applied Chemistry (IUPAC) and UNESCO in matters of mutual interest, studies and recommends what the society might do in cases involving alleged violations of scientific freedom or human rights of chemists in other countries, and serves as host to visitors from other countries to ACS facilities and events. In these and other ways, the committee is a focal point within the society to help meet one of the objectives in the ACS's constitution, which is to "cooperate with scientists internationally and (to be) concerned with the worldwide application of chemistry to the needs of humanity."

American Council on Education

One Dupont Circle
Washington,
D.C. 20036

Cassandra Pyle,
Director, Division
of International
Educational
Relations

Charles H. Lyons,
Director,
Overseas Liaison
Committee

The American Council on Education (ACE) is the major nongovernmental body in the United States concerned with postsecondary education. A nonprofit, independent organization, the council is composed of more than fifteen hundred institutions of higher learning and national and regional education associations.

ACE's international activities are centered in three offices. The Division of International Education Relations represents the council internationally and focuses attention on international education policies and activities. It provides information and stimulates growth and effectiveness in international education programming in the federal government and the private sector, develops recommendations for federal support for these programs, and issues reports on government and academic needs in the field. The Overseas Liaison Committee promotes communications between institutions of higher education in the United States and those in Africa, the Caribbean, and the South Pacific. One goal is the use of U. S. academic resources by less developed countries. The Council for International Exchange of Scholars (CIES) cooperates with the Department of State and the Board of Foreign Scholarships in administering awards for senior scholars under provisions of the Fulbright-Hays Act. CIES publicizes opportunities for research and university lecturing abroad and annually recommends candidates for some five hundred awards in nearly eighty countries. It also facilitates placing foreign exchange scholars in teaching and research positions in the United States.

American Institute of Physics

335 East 45th Street
New York,
New York 10017

Lawrence T. Merrill,
Assistant
to the Director

The American Institute of Physics (AIP) was founded in 1931. It is chartered as a membership corporation, with leading societies in the fields of physics and astronomy as members. The institute combines in one operating agency functions best done by the societies

jointly. Its purpose is the advancement and diffusion of the knowledge of physics and its applications to human welfare.

The physicists represented by the institute number more than 57,000 members of its member societies. In addition approximately 6,000 students in more than 475 colleges and universities are members of the institute's Society of Physics Students, which includes the honor society Sigma Pi Sigma. Industry is represented through some 115 corporate associate members.

AIP publishes for its members six archival journals, *Physics Today*, seventeen Soviet journals in translation, *Chinese Physics* (a translation of selected articles from Chinese physics and astronomy journals), conference proceedings, handbooks, and other books. For the member societies or jointly with others, the institute publishes twelve scientific journals, three bulletin-programs, and two Soviet journals in translation.

AIP also serves the public by making available to the press and other channels of public information reliable communications on physics and astronomy and their progress, carries on extensive manpower activities, encourages and assists in the documentation and study of the history and philosophy of recent physics, cooperates with local, national, and international organizations devoted to physics and related sciences, and fosters the relations of the science of physics to other sciences and to the arts and industries.

American Library Association

The American Library Association is the world's largest and oldest national library association. Its concerns span all types of libraries, and its membership comes from every state and many countries of the world. The association maintains a close working relationship with more than seventy other library associations in the United States, Canada, and other countries, as well as with the International Federation of Library Associations and Institutions (IFLA).

50 East Huron Stre
Chicago,
Illinois 60611

Robert Wedgewor
Executive Director

Jan Wilson,
International
Relations
Officer

44

In 1978, the ALA Council approved a new international relations policy statement for the association that contains the following objectives: to foster better international understanding and cooperation among library and information science communities, to encourage the exchange and dissemination of information and the unrestricted flow of library materials throughout the world, to promote the education of librarians and documentalists in such ways as to provide a cadre of persons able to communicate across national boundaries, to encourage involvement of U. S. librarians in international library activities, to stimulate and assist in the development of effective library associations which will provide leadership necessary for library development in all their countries of the world, to encourage the development of consensus among the library associations represented on the U. S. IFLA committee, the United States institutional members of IFLA, and the three national libraries on matters of concern to libraries and librarians in the United States, to foster, promote, and support the development of international standards relating to library and information services, and to promote literacy, reading motivation, and availability of library materials in developing nations.

The ALA's International Relations Committee (IRC) and the International Relations Officer (IRO) are charged with the responsibility of carrying out these objectives. The IRC regularly recommends actions concerning international matters to the ALA council and executive board. The IRC also has several subcommittees including an Advisory Committee on Liaison with Japanese Libraries. Many of the association's divisions have committees concerned with international matters, such as the International Library Education Subcommittee (Library Education Committee), International Relations Committee (American Association of School Librarians), International Relations Committee, Mildred L. Batchelder Award Selection Committee, and Selection of Children's Books from Various Cultures Committee (Association of Library Service to Children), International Relations Committee (Association of Specialized and Cooperative Library Agencies), International Mechanization Consultation Com-

mittee (Library and Information Technology Association), and International Relations Committee (Resources and Technical Services Division), and International Documents Task Force (Government Documents Round Table). In addition to the above, the International Relations Round Table (IRRT) publishes *LEADS*, a quarterly newsletter concerned with international library activities, and sponsors meetings on international library affairs as well as a reception for international visitors at the ALA annual conference.

Many recent and current activities of the American Library Association relate to the international role of books. The ALA encourages participation of U. S. librarians in international affairs, including the sponsorship of meetings of the U. S. Institutional and Association Members of IFLA. The association provides invitations to foreign librarians for its annual conference and waives the conference registration fee for such visitors, also encouraging program meetings relating to international library affairs or promoting the exchange and dissemination of information and the unrestricted flow of library materials. The ALA annual conference and midwinter meeting exhibits provide an opportunity for U. S. and foreign publishers and booksellers to display their materials. The ALA also supports U. S. adherence to the Agreement on the Importation of Educational, Scientific, and Cultural Materials (known as the Florence Agreement) and the 1976 Protocol to the Florence Agreement. It supports continued U. S. participation in UNESCO and is represented on both the U. S. National Commission for UNESCO and the U. S. National Committee for the UNESCO General Information Program, for which the ALA serves as temporary secretariat.

The American Library Association encourages reciprocal copyright relationships with other countries, such as the Universal Copyright Convention. It publishes two review journals, *Booklist* (for school and public libraries) and *Choice* (for college and university libraries), which are used as book selection tools in libraries worldwide. Various units of the association compile and publish lists and bibliographies such as the Notable Children's Books, Best Books for Young

Adults, and Children's Books from Various Cultures, all of which are available for distribution in this country and abroad. The ALA also participated in the First Nigerian Book Week held in Ibadan, Nigeria, in January 1976 as well as the 1978 Ife Book Fair.

Asia Foundation

550 Kearny Street
San Francisro,
California 94108

Julio A. Andrews,
Program Director

The Asia Foundation is a publicly supported, nonprofit, philanthropic organization founded in 1954 and incorporated in the state of California. The foundation attempts to foster understanding between cultures by encouraging cooperation among Asian organizations and between Asian and American institutions and organizations. It has a main office in San Francisco, a branch office in Washington, D.C., and resident offices and programs in twelve foreign countries.

Books for Asia, an integral part of the Asia Foundation's program, contributes directly to the foundation's long-range policy goal of furthering "Asian-American cooperation, understanding, and mutual respect through improved communications, the exchange of persons and ideas, the transfer of knowledge and technology, and through the sharing of cultural experiences and achievements." Through this program, the foundation solicits and distributes high quality books that are relevant to the cultural and developmental needs of Asian countries. In 1980, 731,584 books and 129,215 journals, with a value of more than $5 million, were sent to Asia and distributed locally to governmental, educational, and community institutions. In many areas, this program is the principal source of imported English-language materials.

In 1980 the foundation responded to the growing need for indigenous language publications by supporting the publication and distribution of books and journals in various Asian languages. For example, reading materials in Thai were distributed to libraries in rural areas of Thailand where books are not readily available. In Indonesia, twelve low-cost medical textbooks in Bahasa Indonesia were published.

Besides the Books for Asia program, the Asia Foundation makes grants of money and materials to institutions and organizations in Asia and the Pacific and sponsors study tours, internships, and academic programs in Asia and the United States for Asian experts, professionals, and students. The foundation also sponsors American advisers, professionals, and professors for travel to Asia as consultants and lecturers.

Association of American Publishers, Inc.

One Park Avenue
New York,
New York 10016

Townsend W. Hoo
President

Sandra L. Smith,
Head,
International
Division

The Association of American Publishers (AAP), a confederation of more than 325 publishing houses, is the major voice of the publishing industry in the United States. Its members, drawn from all regions of the country, produce the great majority of printed materials sold to American schools, colleges, libraries, and bookstores as well as the great majority of books sold to homes through direct mail and books exported for sale abroad.

The AAP's International Division is concerned primarily with the marketing of books around the world. This includes direct sales, copublishing, sales of translation rights, and promotion of English as a second language. The division was established in response to the rapidly growing complexity of the foreign market, which arises from the needs of developing countries, problems of currency convertibility, and widely differing national approaches to copyright protection, tariffs, and the free flow of information. The division gives special attention to the development of more accurate and meaningful international trade statistics and to international book fairs (in which both the association and its member houses participate).

In response to a request from the People's Republic of China, in May 1981 the AAP organized a major exhibit of U. S. books that took place simultaneously in six Chinese cities. The exhibit was divided into four sections: humanities and the social sciences, science and technology, U. S. government publications, and a special one called "America through American Eyes," which presented what the AAP

considered an interesting and accurate cross-section of contemporary life in the United States. The U. S. International Communication Agency provided substantial funding for the exhibit itself and for printing the catalog in both Chinese and English. Over 100,000 books were displayed and then distributed to Chinese schools and libraries.

Other international activities in 1980-81 included workshops on Selling Rights in the Spanish-Speaking World, on International Relationships in Children's Book Publishing, and on International Markets for U. S. El-Hi Books; seminars in Tokyo with the Japan Book Trade Import Association, in Singapore with the Singapore Book Publishers Council, and in Atlanta, Georgia, before the opening of the annual meeting of the American Booksellers Association; meetings with the International Publishers Association, the British Publishers Association, the U. S. International Communication Agency, the Department of Commerce, and the Center for the Book in the Library of Congress; and, finally, preparation of an international book fair calendar and a directory of international book fairs.

The AAP's International Freedom to Publish Committee exists to protect and expand the freedom of written communication throughout the world. The committee monitors the general status of freedom to publish and discusses problems of restriction and repression with the U. S. government, other governments, and international organizations with responsibilities for protecting creators of the written word. As may be appropriate, the committee makes recommendations to these organizations. It offers help to writers and publishers through the world, supports human rights issues, and publicly protests censorship and restrictions of press and literary freedom wherever they occur.

Association of American University Presses, Inc.

One Park Avenue
New York,
New York 10016

The Association of American University Presses (AAUP) was created as a formal organization in 1937 and established with a central office in New

York City in 1959. Seventy-two North American and four overseas presses are members of the association, which sponsors workshops and seminars, exhibits, publications, and other activities that promote university press publishing and the sale of university press books.

Richard Koffler, Executive Director

Mark Leuchtenberger, Program Administrator

In 1960 the AAUP established an International Cooperation Committee. Since then the organization has undertaken the following international book projects and programs. Through the Latin American Translation Program, over a hundred books, mostly scholarly titles in the humanities and social sciences, have been translated from Spanish and Portuguese and published in English by AAUP member presses. Since 1963, the AAUP has conducted frequent missions to consult with publishers abroad, especially in the developing nations. Recent visits to Asia, Africa, Eastern Europe, the Soviet Union, and the People's Republic of China have resulted in increased sales of books and rights and enhanced prospects for a broad range of cooperative promotional, bibliographic, and educational projects. From 1965 to 1976, the Centro Interamericano de Libros Academicos (CILA), jointly founded and operated by the AAUP and the National University of Mexico, actively promoted and distributed books from North American member presses in Mexico and elsewhere in Latin America, and channeled a counterflow of Latin American scholarly books to libraries in the United States and Canada.

In 1972 a number of AAUP members participated in an international conference on scholarly publishing jointly sponsored by UNESCO and the University of Toronto Press that led to the establishment of the International Association of Scholarly Publishers. The AAUP has continued to foster IASP, as well as supporting specific scholarly presses in other parts of the world, through consultation and by acting as host and coordinator for visiting scholarly publishers from offshore. Through its for-profit marketing-service subsidiary, American University Press Services, the AAUP also conducts cooperative exhibits of its members' books at international scholarly meetings and book fairs. American University Press Services also conducts a program of cooperative advertising

50

projects directed to scholarly and institutional markets offshore.

In addition to these efforts, many of AAUP's members have established active and innovative international marketing organizations. University presses traditionally have had substantially higher proportions of foreign sales than their commercial counterparts, and the continuation and acceleration of this trend is supported by these marketing efforts.

Children's Book Council, Inc.

67 Irving Place
New York,
New York 10003

John Donovan,
Executive
Director

The Children's Book Council (CBC), founded in 1945, is a not-for-profit association dedicated to promoting children's books. Its membership consists of more than seventy U. S. publishers of children's trade books. One of its major promotions is the annual children's book week in November. The organization's publications, including *Calendar, Prelude,* and Children's Book Week promotional materials, are of interest primarily to persons in the United States and Canada.

The council's active international program includes serving, with the Association for Library Service to Children of the American Library Association, as the U. S. National Section of the International Board of Books for Young People (IBBY). The council acts as the U. S. Secretariat for IBBY. In this capacity it supports the participation in IBBY affairs of one children's book publisher who serves on IBBY's executive committee, administers the participation of Americans in IBBY congresses, sponsored International Children's Book Day in 1972, and organized and administers the (U. S.) Friends of IBBY, Inc.

The CBC administers a program of deposits of children's books in countries around the world. For several years the council donated annual deposits of children's books to collections in Third World countries. Currently, it donates a sampling of each year's U. S. children's books to the International Youth Library in Munich.

The Children's Book Council administers U. S. participa-

tion in the Biennale of Illustrations Bratislava (BIB), in Czechoslovakia. It has organized an exhibit of U. S. children's books for the Tokyo Central Library, Japan, which has remained part of that library's reference collection and is used by Japanese children's book specialists and publishers. Foreign visitors to the United States are able to examine U. S. children's books through the council, which keeps permanently all children's books that have won major awards and holds on a noncirculating basis for a three-year period all new children's books published.

International Reading Association

800 Barksdale Roa
P. O. Box 8139
Newark,
Delaware 19711

Ralph C. Staiger, Executive Director

Claudia Casey, International Coordination Officer

The International Reading Association (IRA) is a nonprofit professional organization. Its primary purposes are to improve the quality of reading instruction, to encourage the development of worthwhile reading tastes and habits, and to promote the development of reading ability among all peoples. The IRA has individual and institutional members in eighty countries and affiliated groups at the national or local level in twenty-nine countries. Its publications include *Journal of Reading, Reading Teacher,* and *Reading Research Quarterly.*

The international book programs of the International Reading Association include regular review of professional resource books and children's literature from many countries in IRA's journals and newsletters and the publication of single volumes on reading, for instance, *The Role of Literature in Reading Instruction: Cross-Cultural Views* (1981). Cooperative efforts with the International Board on Books for Young People (IBBY) have as their main purpose creating greater international understanding through children's literature. The first fruit of this collaboration is a booklet displaying bears drawn by children's book artists from ten different countries. An International Education and Reading Board, which is developing an annotated bibliography of books and articles listing sources of practical ideas for promoting international understanding through reading, was appointed.

IRA also provides advice and arranges funding for readership promotion campaigns in developing countries. These campaigns are intended to encourage the literate portion of the population to read more, to assist local authors and publishers, and to provide a more supportive climate for literacy programs. IRA administered the $60,000 Noma Fund for the Promotion of Readership which gave financial support to campaigns in Kenya, Malaysia, Pakistan, and the Philippines and made possible a Conference on the Promotion of Reading in Africa in June 1980, organized under the auspices of the Regional Centre for Book Promotion in Africa in Yaounde, Cameroon, with IRA advice. IRA is also providing advice for a campaign in Nigeria. As a result of IRA's encouragement to the Philippines, the First Manila International Book Fair, in which approximately fifteen countries participated, was held in August 1980. At IRA's suggestion, the Planning Committee for the Asian Cultural Centre for UNESCO included the topic of readership promotion on its agenda for the first time in 1980. IRA provided a background paper for the meeting in Kuala Lumpur and sent a representative. The association is now discussing with the Arab League Educational, Cultural, and Scientific Organization the possibility of a regional seminar on readership promotion for the Arab States.

Representation on the International Book Committee, an advisory body for UNESCO's Book Promotion Program, and collaboration with UNESCO's Book Promotion Division, are also among IRA's activities. IRA's executive director, Ralph Staiger, wrote the 1979 UNESCO publication *Roads to Reading,* which describes readership promotion activities in many countries and is now available in five languages. IRA has just received a contract from UNESCO to prepare two additional volumes, one on planning and implementing readership campaigns and a second on conducting readership surveys. At UNESCO's suggestion, IRA will work with the Regional Centre for Book Promotion in Latin America on the feasibility of developing a single model for readership surveys. It is expected that a training seminar for Africa on readership surveys will be held sometime in 1982 to discuss this

model and its possible adaptation for use in the African environment.

Joint efforts of the IRA and the International Association of School Librarianship include work on a possible joint publication, aimed at developing countries, on ways in which teachers and school librarians can cooperate to use school library collections for the benefit of children's reading, both to improve their reading ability and to develop the reading habit.

National Academy of Sciences
National Research Council

2101 Constitution Avenue, NW
Washington, D.C. 20418

Victor Rabinowitch
Director

The National Research Council (NRC) serves as an operating agency for the National Academy of Sciences and the National Academy of Engineering, private societies of distinguished scholars in science and engineering that advise the federal goevrnment in matters of science and technology. The NRC's international work is carried out by the Commission on International Relations, as well as by an advisory committee on the USSR and Eastern Europe, by the Committee on Scholarly Communication with the People's Republic of China, and through administration of International Atomic Energy Agency Fellowships.

The Board on Science and Technology for International Development (BOSTID) of the NRC conducts studies that both examine development problems of concern to a number of developing nations and suggest ways U. S. scientific and technical resources can help solve these problems. Additional studies, generated by BOSTID's Advisory Committee on Technology Innovation (ACTI), concentrate on innovative uses of technologies, plants, and animals in developing countries. The Agency for International Development provides the primary financial support for BOSTID studies.

ACTI's program is designed to generate ideas for innovative ways to apply present-day technologies to the immediate problems facing developing countries and to identify areas of research where concerted effort can drastically shorten the

time lag characteristic of the normal progression from research to application.

P.E.N. American Center

47 Fifth Avenue
New York,
New York 10003

P.E.N. is an international organization of poets, playwrights, editors, essayists, and novelists which seeks to "promote and maintain friendship and intellectual cooperation in all countries in the interests of literature, freedom of expression, and international goodwill." Membership is by invitation to qualified writers, editors, and translators without regard to nationality. The American center is one of approximately eighty such autonomous centers in sixty countries. It publishes a newsletter, provides information about grants and awards available to American writers, and has committees concerned with censorship, publishing, translation, and related subjects. P.E.N. American Center offers several annual awards and prizes, including three translation prizes.

Special Libraries Association

235 Park Avenue South,
New York,
New York 10003

David R. Bender, Executive Director

Special Libraries Association (SLA) is an international organization whose members are special librarians and information scientists. As such, it provides an international network for special librarians by which they can better realize their common goal of putting knowledge to work. One of the objectives of the association as stated in the bylaws is the "dissemination of knowledge and information in areas such as the physical, biological, technical and social sciences and the humanities." The association seeks "to promote and improve the communication, dissemination and use of such information and knowledge." One of the ways SLA fulfills this objective is through the publication of books. Recent titles of international interest include *The Development of Special Libraries as an International Phenomenon, Latin America in English-Language Reference*

Books: A Selected, Annotated Bibliography, and *Mutual Exchange in the Scientific Library and Technical Information Center Field (USSR)*.

Services offered by SLA to special librarians throughout the world include sponsorship of conferences, continuing education courses, a consultation service, an employment clearinghouse, information services, and scholarships and stipends. In 1979 SLA sponsored the first Worldwide Conference on Special Libraries with the Japan Special Libraries Association and the International Federation of Library Associations and Institutions, Special Libraries Division.

Translation Center

307 Mathematics Building
Columbia Univer
New York,
New York 10027

Dallas C. Galvin, Executive Director

The Translation Center was founded in 1972 with a grant from the National Endowment for the Arts. The center seeks to "bring the literary sensibility to the practice of translation, to increase the number and improve the quality of works currently being published in the United States, and to encourage the translation into English of difficult and little-known languages, particularly those of Asia and Africa."

The center provides prizes, awards, and fellowship competitions "to encourage works and the development of translations," the National Book Award in Translation, the Thornton Wilder Award, the Best Translation of Theatre Works Award, and the Translation Center Award for the best book-length translation. Its writer exchange programs are designed "to bridge cultural boundaries and to make foreign literatures more accessible" to the public. The center stimulates international cultural exchange by bringing poets and writers to the United States. Recently, Hungarian, Chinese, Scandinavian, and South American writers have participated in this program. The center awards direct monetary support to nonprofit presses to bring out works that otherwise might not be published, such as anthologies, four of which have been published in this way. The center maintains a directory of literary translators available to editors, writers, publishers,

and television staff who need full-time translators or translators for special projects.

Translation, the Journal of Literary Translation is published twice yearly by the center. It contains translations of poems, short stories, and excerpts from novels as well as articles on translation theory and problems. It includes conference notes and suggestions of works in need of translation, and it reports events of interest to translators and the literary community. *Translation* has produced special issues on Africa, Asia, Latin America, and the South Pacific. The Fall 1980 issue included translations from Persian, Sanskrit, Urdu, Japanese, Chinese, Korean, Braj, Nepali, French, Italian, Spanish, Portuguese, Danish, Polish, German, Greek, and Hungarian.

Universal Serials & Book Exchange, Inc.

3335 V Street, NE
Washington,
D.C. 20018

Alice D. Ball,
Executive
Director

[illegible] A. Kurtz,
Associate
Executive
Director

The Universal Serials & Book Exchange (USBE) has served for thirty-three years as a clearinghouse in accepting and redistributing publications for libraries around the world. Beginning in 1948 as the United States Book Exchange, Inc., its name was changed in 1975 to emphasize the importance of serials in its distribution program and the organization's nongovernmental, private, character.

Libraries join the USBE program as members and pledge themselves to deposit what publications they can in the central clearinghouse, to pay an annual membership fee, and to pay a handling fee for each publication they order and receive from the USBE stocks. The publications handled by USBE are largely in research fields. In numbers, 95 percent are periodicals and 5 percent books, documents, and other types of library materials. In subject matter, 25 percent are in the health sciences, 35 percent in other pure and applied science and technology, 20 percent in the social sciences, 10 percent in the arts and humanities, and 10 percent in general and popular fields. The USBE stock stands at about four million

items. Early in 1981, the total USBE distribution since 1948 reached 14 million items.

In 1981, member libraries in the "domestic" area—the United States, Canada, and Mexico—numbered 1,400; those in fifty-five countries elsewhere in the world totaled 350. The distribution reflects this breakdown somewhat in the holdings from various countries. Of the publications distributed, 70 percent are in English.

For all member libraries and all potential member institutions throughout the world, USBE will accept duplicates and surplus publications if they are in research areas or specifically accepted by USBE from title lists. Each member pays fifty dollars annually as a membership fee. Libraries may request publications through one of several different methods: by identifying the needed periodicals as on USBE's new microfiche list of the 10,000 titles always on hand, by submitting want lists, and by checking items on monthly printed lists airmailed by USBE and listing available books and government documents as well as periodicals.

Member libraries in North America have an added access to information on USBE titles: a data base with BRS (Bibliographic Retrieval Services) whereby the 10,000 most-available periodical titles may be called up. Orders may also be placed on-line through BRS.

58

Appendix

Franklin Book Programs, Inc. (1952-78)

Franklin Book Programs, Inc., was a notable nonprofit venture in international publishing. Conceived by leaders in the American publishing community who shared the conviction that economic development depends upon education and education in turn depends upon books, Franklin was established in 1952 as a nongovernment, tax-exempt educational corporation whose primary purpose was "to assist developing countries in the creation, production, distribution, and use of books and other educational materials."

To this end, Franklin Book Programs undertook many projects throughout the world. It provided technical assistance for publishers and printers, produced bilingual editions of books, and translated hundreds of books into other languages. It sponsored seminars on all phases of book publication, cooperated in local literacy campaigns, and assisted in the establishment of libraries and in the training of librarians. Some of its accomplishments were:

Egypt. Franklin Book Programs sponsored more than a thousand translations, including two hundred college texts and two encyclopedias.

Afghanistan. Here the corporation increased the capacity of the Ministry of Education's printing plant from two hundred thousand books a year to 5 million and conducted a school library program.

Iran. Franklin produced all the school textbooks used for the first five grades and sponsored both school magazines and the *Persian Encyclopedia.*

Bangladesh. Franklin sponsored 329 translations and the three-volume *Bengali Encyclopedia.*

Pakistan. In this country, Franklin sponsored 448 Urdu translations and the *Urdu Encyclopedia.*

Argentina, Brazil, and Mexico. Translations of 144 books in Spanish and Portuguese and publishing training programs were sponsored by Franklin Book Programs.

The Franklin corporation was governed by a board of directors made up of publishers, educators, and corporate executives. Datus C. Smith, Jr., former head of Princeton University Press, was president of Franklin for most of its existence. Franklin headquarters were in New York but field offices, all staffed by citizens of the host countries, were located around the world. At one time or another Franklin had local offices in Baghdad, Beirut, Buenos Aires, Cairo, Dacca, Djakarta, Enugu, Kabal, Kaduna, Kuala Lumpur, Lagos, Lahore, Makati, Nairobi, Rio de Janeiro, Tehran, and Tabriz.

Franklin Book Programs was registered with the State Department Advisory Committee on Voluntary Foreign Aid but was independent from the U. S. government. In the words of Simon Michael Bessie of Harper and Row, "Franklin was a benign American presence in the third world—and without any political motivations."

In spite of Franklin's impressive record of accomplishment, obtaining financial support was never easy, and by 1977 the situation was critical. Funds for Franklin's programs had come from two sources: contributions from American foundations, corporations, and individuals and overhead allowances from project grants and contracts. By 1977 government and foundation interest in Franklin's work had waned. On October 27, 1977, the Franklin board of directors resolved to suspend all activities pending the recommendations of a task force that would study new objectives and sources of support. By March of 1978 the decision had been reached to close the corporation.

In the liquidation of Franklin Book Programs, Inc., the corporation's remaining cash balance and receivables were donated to the Center for the Book at the Library of Congress, which shares many of Franklin's goals. The Library of Congress also received an archival set of Franklin's publications. The collection numbers about 3,000 titles and includes 1,151 translations into Arabic, 850 into Persian, 311 into Bengali. The books are kept as a special collection in the Library of Congress Rare Book and Special Collections Division. Other papers and documents are held as the Franklin Book Programs, Inc., Archive in the Manuscript Division of the Seely G. Mudd Library, Princeton University.

Government Advisory Committee on International Book and Library Programs (1962-77)

The Government Advisory Committee on International Book and Library Programs (GAC) was established in 1962 by the secretary of state under the Fulbright-Hays Act (Public Law 87-256) to review policies and operations of government overseas book and library programs and to work toward better coordination between public and privately supported book programs. The secretary of state appointed to three-year terms a twelve-member committee of librarians, publishers, and booksellers, who met quarterly through April of 1977. The executive director of the American Library Association and representatives from the Association of American Publishers, the American Booksellers Association, the Information Industry As-

60

sociation, and concerned government agencies acted as official observers. All served without compensation.

The GAC received a small operating budget from the State Department, the U. S. Information Agency (USIA), and the Agency for International Development (AID). The committee could not initiate new programs; its sole function was to advise.

Over its fifteen years of existence, GAC reviewed all major book programs conducted by government agencies overseas. It studied such matters as USIA and AID book programs in Latin America, means for increasing overseas distribution of American scientific and technical books, textbook needs and marketing problems of the United Arab Republic, and the nature and extent of the American library presence overseas.

Among the committee's major accomplishments were the formulation of policies in regard to international copyright conventions, two conventions abolishing tariff on educational books and audiovisual materials, and support for UNESCO programs such as the International Year of the Book (1972) and Promotion of the Reading Habit (1975).

In 1976 President Carter asked that all "nonessential" government advisory groups be abolished. Citing the reduced role which book and library programs were playing in the U. S. Information Agency and the Agency for International Development and a concomitant increase of private sector activity internationally, the State Department recommended to the Office of Management and Budget that GAC be terminated. The recommendation was accepted in April 1977, and the committee's activity ended.

61